

LEO BURNETT U.S.A.

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Ad No. 4509—OLD BLUE EYES—JB—Reg. No. 66205—Page—Blue—(8 1/4 x 11 1/4 in.)—National (Litterpress) Magazines, 1979 (A)

Printed in U.S.A.

Come to where the flavor is.
Come to Marlboro Country.



Marlboro Red or Longhorn 100's—
you get a lot to like.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 17 mg "tar," 1.0 mg nicotine—
100's: 1.0 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report May '79

